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**Response under 37 CFR §1.116  
Expedited Procedure  
Examining Group 3622**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

KRISTEN DIANE ONDECK

Atty. Docket

PHA 23.681

Serial: 09/349,676

Group Art Unit: 3622

Filed: 07/08/1999

Examiner: JANVIER, JEAN D

**AFTER-SALES CUSTOMIZATION SPECIFIED BY RETAILER ACTS AS INCENTIVE**

Honorable Commissioner of Patents and Trademarks

Washington, D.C. 20231

**RESPONSE under 37 CFR §1.116**

Sir:

In response to the Office Action mailed October 08, 2002, which sets forth a final rejection the following remarks are submitted herewith:

**IN THE CLAIMS**

Please amend independent Claim 1 as follows, where a marked-up version of the amended Claim 1 is attached as Appendix A:

1/7

FACSIMILE TRANSMISSION TO  
THE UNITED STATES PATENT AND TRADEMARK OFFICE

TO: Examiner: JANVIER, SEAN D  
Art Unit: 3622  
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FROM: Gwenaelle Le Penec  
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RE: Serial No.: 091349,676 NOV 08 2002  
Docket No.: PHA 23 681

GROUP 3600

8 Pages (including cover sheet)

This transmission includes:

Amendment RI-116  
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